

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. - 101. (Cancelled)

102. (Currently Amended) A transmitting apparatus comprising:

a transmitting unit operable to transmit transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying content to be activated by said receiving apparatus, said starting time information indicating a starting time for activating said content at a future point of time, and time;

wherein said transmitting unit is operable to repeatedly transmit the transmission format information that includes the starting time information indicating a same starting time for activating said content at the future point of time; and

wherein said content is transmitted to the receiving apparatus before the starting time for activating said content.

103. (Previously Presented) The transmitting apparatus according to claim 102,

wherein said starting time information includes at least one of a flag, a counter, or a timer.

104. (Cancelled)

105. (Currently Amended) A transmitting apparatus comprising:

a transmitting unit operable to transmit transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content to be activated by the receiving apparatus, said processing term information indicating a term for processing said content in the receiving apparatus at a future point of time; and

wherein said transmitting unit is operable to repeatedly transmit the transmission format information that includes the processing term information indicating a same term for processing said content at the future point of time; and

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

106. (Cancelled)

107. (Previously Presented) The transmitting apparatus according to claim 105,

wherein said processing term information includes at least one of a flag, a counter, or a timer.

108. (Currently Amended) A receiving apparatus comprising:

a receiving unit operable to receive transmission format information,

said transmission format information including an identifier and starting time information related to said identifier, said identifier identifying content to be activated by said receiving apparatus, said starting time information indicating a starting time for activating said content at a future point of time;

a storing unit operable to store said content; and

a control unit operable to activate said content based on said identifier and based on a comparative result of a current time and said at-said-starting time,

wherein said content is stored in the storing unit before the starting time for activating said content.

109. (Previously Presented) The receiving apparatus according to claim 108,  
wherein said starting time information includes at least one of a flag, a counter,  
or a timer.

110. (Previously Presented) The receiving apparatus according to claim 108,  
wherein said control unit is operable to activate said content free of manually  
entered information.

111. (Currently Amended) A receiving apparatus comprising:  
a receiving unit operable to receive transmission format information,  
said transmission format information including an identifier and processing  
term information related to said identifier, said identifier identifying content to be  
activated by said receiving apparatus, said processing term information indicating a  
term for processing said content in said receiving apparatus at a future point of time,  
and

a control unit operable to activate said content based on said identifier and  
based on a comparative result of a current time and during said term for processing,

wherein the receiving unit receives said content before the term for processing  
said content.

112. (Previously Presented) The receiving apparatus according to claim 111,  
wherein said processing term information includes at least one of a flag, a  
counter, or a timer.

113. (Previously Presented) The receiving apparatus according to claim 111,  
wherein said control unit is operable to activate said content free of manually  
entered information.

114. (Currently Amended) A communication system comprising a transmitting apparatus and a receiving apparatus, said transmitting apparatus including:

a transmitting unit operable to transmit transmission format information to said receiving apparatus, said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying content to be activated by said receiving apparatus, said starting time information indicating a starting time for activating said content in said receiving apparatus at a future point of time, and ~~said-receiving-apparatus-including:~~

said transmitting unit is operable to repeatedly transmit the transmission format information that includes the starting time information indicating a same starting time for activating said content at the future point of time;

said receiving apparatus including:

a receiving unit operable to receive transmission format information from said transmitting apparatus, and

a control unit operable to activate said content based on said identifier and based on a comparative result of a current time and said ~~at-said~~-starting time,

wherein said content is transmitted to said receiving apparatus before the starting time for activating said content.

115. (Currently Amended) A communication system comprising a transmitting apparatus and a receiving apparatus, said transmitting apparatus including:

a transmitting unit operable to transmit transmission format information to said receiving apparatus, said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content to be used by said receiving apparatus, said processing term information indicating a term for processing said content in said receiving apparatus at a future point of time, and ~~said-receiving-apparatus-including:~~

said transmitting unit is operable to repeatedly transmit the transmission format information that includes the processing term information indicating a same term for processing said content at the future point of time;

said receiving apparatus including:

a receiving unit operable to receive transmission format information from said transmitting apparatus, and

a control unit operable to activate said content based on said identifier and based on a comparative result of a current time and during—said term for processing said content,

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

116. (Currently Amended) A method of transmitting comprising:

transmitting transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying content to be activated by the receiving apparatus, said starting time information indicating a starting time for activating said content in the receiving apparatus at a future point of time,

wherein the transmission format information including the starting time information indicating a same starting time for activating said content at the future point of time is repeatedly transmitted to the receiving apparatus; and

wherein said content is transmitted to the receiving apparatus before the starting time for activating said content.

117. (Currently Amended) A method of transmitting comprising:

transmitting transmission format information to a receiving apparatus;

wherein said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content to be activated by the receiving apparatus, said processing term information indicating a term for processing said content in the receiving apparatus at a future point of time, and

wherein the transmission format information including the processing term information indicating a same term for processing said content at the future point of time is repeatedly transmitted to the receiving apparatus; and

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

118. (Currently Amended) A method of receiving comprising:

receiving transmission format information, said transmission format information including an identifier and starting time information related to said identifier, said identifier identifying content to be activated by a receiving apparatus, said starting time information indicating a starting time for activating said content in the receiving apparatus at a future point of time, and

activating said content based on said identifier and based on a comparative result of a current time and said at-said-starting time,

wherein said content is transmitted to the receiving apparatus before the starting time for activating said content.

119. (Currently Amended) A method of receiving comprising:

receiving transmission format information, said transmission format information including an identifier and processing term information related to said identifier, said identifier identifying content to be activated by a receiving apparatus, said processing term information indicating a term for processing said content in the receiving apparatus at a future point of time, and

activating said content based on said identifier and based on a comparative result of a current time and during-said term for processing said content,

wherein said content is transmitted to the receiving apparatus before the term for processing said content.

120. (Currently Amended) A method of communicating comprising:

transmitting transmission format information, said transmission format information includes an identifier and starting time information related to said identifier, said identifier identifying content, and said starting time information indicating a starting time for activating said content at a future point of time;

wherein the transmission format information including the starting time information indicating a same starting time for activating said content at the future point of time is repeatedly transmitted; and

receiving the repeatedly transmitted transmission format information; and

activating said content based on said identifier and based on a comparative result of a current time and said ~~at said~~ starting time,

wherein said content is transmitted before the starting time for activating said content.

121. (Currently Amended) A method of communicating comprising:

transmitting transmission format information, said transmission format information includes an identifier and processing term information related to said identifier, said identifier identifying content, and said processing term information indicating a term for processing said content at a future point of time;

wherein the transmission format information including the processing term information indicating a same term for processing said content at the future point of time is repeatedly transmitted; and

receiving the repeatedly transmitted transmission format information; and

activating said content based on said identifier and based on a comparative result of a current time and during ~~at~~ said term for processing said content,

wherein said content is transmitted before the term for processing said content.

122. (Previously Presented) The transmitting apparatus according to claim 102, wherein said content includes at least one of program data, audio data, or video data.

123. (New) The receiving apparatus according to claim 108, wherein said receiving apparatus is operable to estimate a setup time required for activating said content.

124. (New) The receiving apparatus according to claim 111, wherein said receiving apparatus is operable to estimate a setup time required for processing said content.